

[View in browser](#)

UPDATA

OUTLINE
India

JUNE 2025

NEWSLETTER

“Data is not just numbers—it’s the voice of the micro-entrepreneur, the agri-seller, the woman-led business. Listening well is the first step to designing better support.”

27
States & 4 UTs

560+
Evaluations

10M+
Stakeholders

90K +
Villages

Hi Ankeshita Caleb,

This month, we’re excited to announce a key milestone — **Outline India is now the official knowledge partner for Mastercard Strive in India**, helping generate insights to empower **500,000 micro and small enterprises**.

As we deepen our work in the **MSME ecosystem**, we wish to take the opportunity of this **MSME month** to highlight our current projects, research initiatives, and how we’re using data to inform, empower, and strengthen the entrepreneurial landscape across India. Together, let’s build a more inclusive, resilient, and digitally ready future for small enterprises.

At your service,

Prerna and Outline India team

7.



COLLABORATIONS



OUTLINE
India



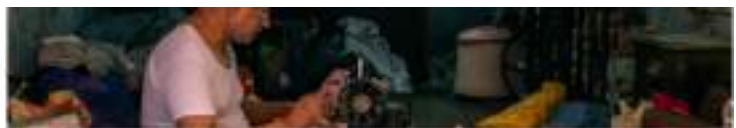
Outline India is partnering with the Mastercard Center for Inclusive Growth as the official knowledge partner of Mastercard Strive in India from 2025 to 2027. This collaboration will focus on elevating insights and lessons learned from the Mastercard Strive portfolio in India and publishing thought leadership to strengthen the entrepreneurial support ecosystem.

Mastercard Strive in India aims to enable 500,000 micro and small enterprises to succeed in the digital economy. With a focus on women-led enterprises and agri-entrepreneurs, Mastercard Strive partners with local implementation partners to build the financial resilience of micro and small enterprises by helping them get capital, go digital, and gain skills and networks.

Together, Outline India and the Center for Inclusive Growth will generate actionable insights for organizations in the private, public and social sectors serving micro and small enterprises that shed light on their evolving needs and the effectiveness of interventions aimed at driving their growth and resilience.

With deep expertise in evaluation and credibility across the development ecosystem, Outline India will collect both external and internal perspectives through interviews with sector experts, grantees, and program participants. These insights will help shape a diverse suite of knowledge products aimed at thought leadership and sector-wide amplification of lessons learnt. Throughout the engagement, Outline India will apply its philosophy of ABC – Action Based Communication – to continuously gather data and strategically disseminate findings, fostering stakeholder resonance and contributing to inclusive growth, resilience, and digital empowerment of micro and small enterprises across India.

7.

**MSME PROJECTS****THE LINK FUND**
a responsive fund for the social economyLocation : Puri, Cuttack and
Dhenkanal, Odisha

Outline India supported the **Government of Odisha** and The LINK Fund in formalizing an MoU to help **Self-Help Groups (SHGs)** access public procurement systems and enterprise networks. The team conducted field visits in three districts, engaging with **SHGs and Mission Shakti** officials to identify key challenges and program gaps. These insights informed a detailed report analyzing Mission Shakti's effectiveness and making a business case for a strategic partnership with The LINK Fund.



 **sidbi**
Location : Pan - India

Outline India partnered with the Small Industries Development Bank of India (SIDBI) to develop the **Developmental Report of the Ministry of Micro, Small and Medium Enterprises (MSME) Promotional Initiatives Vertical for the Financial Year 2021–22**. The report captured key programmatic interventions and thematic engagements under SIDBI's promotion and development initiatives. As part of this effort, Outline India prepared detailed reports on selected initiatives and curated 15–20 case studies that showcased on-ground impact, challenges, and success stories from across the **MSME ecosystem**.



 東京大学
THE UNIVERSITY OF TOKYO
Location : Delhi NCR

Outline India conducted a **randomized control trial (RCT)** in collaboration with the **University of Tokyo** to assess the **entrepreneurial skills** and performance of **micro and small-scale IT entrepreneurs**. Using principles of **game theory** and **behavioural economics**, a series of experiments were administered to the **treatment group** to evaluate the impact of **goal-setting reminders** on **startup performance**. For the **end line survey**, Outline India revisited the same entrepreneurs approximately one year later to assess progress against their **baseline targets** and measure differences between **treatment and control groups**. The team was responsible for **tool review, training and recruitment of facilitators**, as well as **data entry**.

7.



OUR
CLIENTS



THE WORLD BANK



WORLD
RESOURCES
INSTITUTE



ASIAN DEVELOPMENT BANK



AIR



MetLife Foundation



GIRL RISING



World Health
Organization



sidbi



ISB

7.



Our Global Presence



Interested in being highlighted in our newsletter?

Email contract@outlineindia.com for considerations and questions..

OUTLINE
India

[4101, First floor, DLF Phase- IV, Sector 43, Gurugram, Haryana 122002](#)

This email was sent to outreach2@outlineindia.com
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

 **HAPPY PRIDE MONTH** 

